

FINAL REPORT

GLO CONTRACT No. 13-034-000-6900



BAY DAY: A DAY OF EDUCATION ABOUT GALVESTON BAY AND COASTAL RESOURCES

PREPARED BY: GALVESTON BAY FOUNDATION



JULY 2013



THIS PROJECT IS FUNDED IN PART BY A GRANT APPROVED BY THE TEXAS LAND COMMISSIONER PURSUANT TO NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION AWARD No. NA12NOS4190021.

Overview of Project

Bay Day, a one-day festival presented by the Galveston Bay Foundation (GBF) and numerous partners in the Galveston Bay community, occurred from 11:00am to 5:00pm on Saturday, June 1, 2013, at the Kemah Boardwalk in Kemah, Texas. The event raised awareness about Galveston Bay for thousands of visitors of all ages who attended. The 2013 festival included hands-on, interactive exhibits, activities, and demonstrations that emphasized the multiple uses of Galveston Bay system.

Task 1. Bay Day Planning

Funding

The contract for CMP funding for Bay Day 2013 with the Texas General Land Office was effective on October 1, 2012. In addition to these \$18,000 in federal funds, GBF agreed to bring an additional \$12,000 in non-federal, matching funds or in-kind services to the event. GBF typically solicits funds from local corporations and foundations in order to execute the annual festival. The 2013 sponsorship packet was completed in January and sent to the GLO for approval. Upon approval, the sponsorship solicitation packet was distributed to local corporations, foundations, and other entities with interest or potential in sponsoring the educational festival. The deadline for sponsorship was May 1, 2013. Ultimately, GBF was successful in raising local funds from 15 corporations, foundations, and other entities. This year's local sponsors included Reliant Energy, Dow Chemical Foundation, Texas Waterway Operators Association, The Mitsui USA Foundation, Samson Exploration, John P. McGovern Foundation, Port of Houston Authority, Houston Pilots, Gulf Coast Waste Disposal Authority, TPC Group, Gulf Copper, Ethyl Corporation, JSC Federal Credit Union, BASF Corporation, and Harris County Soil and Water Conservation District. Sponsors received benefits in accordance with the sponsor solicitation packet and all were recognized with their logos on the event banner. Sponsor funds were used to serve as cash match for and supplement the CMP grant funding in order to execute the event.

Steering Committee Planning

The Bay Day Steering Committee is annually convened to help determine the festival's scope, activities, and logistics. Bay Day Steering Committee members for the 2013 festival included Cynthia Brum and Mary Stiles (with the Galveston Bay Estuary Program), Linda Merritt and Gene Fisseler (with Reliant Energy), Breck Sacra and Bill Baker (with NRG Energy), Julie Massey (with Texas A&M SeaGrant and AgriLife Extension Programs), Brenda Weiser (with Environmental Institute of Houston), John Rizzuti (with Channel 2 KPRC), and Woody Woodrow (with USFWS Coastal Program). GBF staff involvement in the meetings included Emily Demmeck, Emily Ford, Rani Henderson, Rachel Barski, Sharon Roark, and Bob Stokes. Due to the opportunity to discuss many topics electronically, the Bay Day Steering Committee only convened twice—on April 18 and May 14 at the GBF conference room. Major topics of discussion included reaching out to

additional groups to increase exhibitor participation, updates on and increases in marketing efforts, sponsorships to-date, and exhibitor commitments to-date.

Task 2. Bay Day Advertising and Exhibitor and Volunteer Recruitment

GBF renewed focus on advertising and branding of the Bay Day event this year. GBF's Marketing Coordinator devised a new logo for Bay Day and incorporated it into all advertisements, the exhibitor packet, and all event publications and products.

Exhibitor Recruitment and Involvement

The exhibitor packet was widely distributed in February. The deadline for signing up to exhibit was May 1, 2013, although some dropped out and others added up to the last week before the event. Ultimately, the event hosted 38 exhibits/booths ranging from local environmental nonprofit organizations, state agencies, educational institutions, and corporations. The fee for corporate booths was \$100; all others exhibited at no cost. GBF provided exhibitors with parking passes and spaces near their exhibit area, cold water, and at least two lunch tickets per booth during the festival. Exhibitors at the 2013 event included Baytown Nature/Wetlands Center, Texas Parks and Wildlife Department (six booths), Houston Zoo, Sea Center Texas, Texas Marine Mammal Stranding Network, City of Pasadena, Trees for Houston, College of the Mainland Biology Club, Total Bodyworks, Houston Community Newspapers/Bay Area Citizen, Artist Boat Inc., Centerpoint Energy, eVgo, Reliant and the Texan Cheerleaders, Galveston Bay Estuary Program Back the Bay Enviromedia, Galveston Baykeeper, Harris County Precinct One Challenger Seven Learning Center, HEART/STRP, JSC Federal Credit Union, Port of Houston Authority, KPFT 90.1, Samson, Texas A&M Galveston, Sea Camp, Texas Sea Grant/Master Naturalists, Texas Commission on Environmental Quality, and a variety of Galveston Bay Foundation outreach exhibits.

Advertising

Advertisements for Bay Day 2013 were placed with various media outlets to effectively reach our targeted audience of families with children who would like to learn more about the importance of Galveston Bay through the interactive, outdoor experience that the Bay Day festival provides. Those media outlets included advertising with Houston Community Newspapers, Space City Parent magazine, CultureMap, Houston Press, Galveston County Daily News, Facebook, CBS Outdoor, and Wiredin.cc.

Advertising for the Bay Day 2013 event kicked off with a "Talk of the Bay" advertisement package with wiredin.cc which included a promo video before the event, photos of the event, and inclusion in their e-newsletters and on their website. The promo video was shot on April 22 and was posted on the wiredin.cc site. Advertisement packages including ads in a variety of formats and outlets were also secured with CultureMap and Houston Press. Culture Map advertisement methods included article and listing headers and side bars, section front sidebars, photo essay

sidebars, and email, Twitter, Facebook, and website promo alerts. Houston Press advertisement methods included targeted banners, reskins of the calendar page, e-news content spots, e-news leaderboards, banners and bulletins, and text alerts. Online event calendars that posted the event included those of the Kemah Boardwalk, Space City Parent, and Pearland Parent websites. Magazine advertisement was secured for the May issue of Space City Parent magazine, a widely distributed parent resource magazine in the Bay Area featuring local events to do with children. Newspaper advertisements consisted of 1/8-page full-color ads in the Galveston County Daily News on May 23, May 26, and May 29 and ¼-page full-color ads in Houston Community Newspapers (HCN) including the Bay Area Citizen, Friendswood Journal, Pearland Journal, Pasadena Citizen, and Deer Park Broadcaster on May 23 and May 30. The latter set of HCN ads was donated to GBF. HCN also provided web posters on their five sites for an estimated 10,000 impressions. A digital billboard advertisement—our first—was secured from CBS Outdoor from May 20 to May 29 at a location at Interstate 45 and FM 518. A press release highlighting the event was emailed on Thursday, May 30, 2013, to 144 media contacts. GBF also promoted the event via our website, e-newsletter, and Facebook page (2,771 “friends”) in the months leading up to the event and posted photos on our Facebook page throughout the morning of the event to draw local friends out. Responses from visitors of Bay Day indicated that approximately one-half of them heard about the event through an advertising strategy (newspaper, website, Facebook, etc.) and about one-quarter heard about it through word of mouth.

Volunteer Recruitment and Involvement

GBF began the process of volunteer recruitment by publicizing “save the date” notices for the June 1 event to GBF’s volunteers in December 2012. Registration for volunteer support was closed on Friday, May 24. The event was aided with the assistance of 87 local volunteers who worked at least one of two shifts throughout the day--47 volunteers were registered to assist the morning of Bay Day and 40 with the afternoon and breakdown of Bay Day. Volunteers were tasked with activities including general set-up and break-down of large-scale exhibits requiring assistance; guiding exhibitors to their booth locations; carrying and delivering exhibitor materials at drop-off and break-down; collecting clicker data at entrances to estimate visitor count; delivering cooled water and lunch tickets to exhibitors and other volunteers; manning high-activity booths such as the fish print t-shirt booth, crab marsh booth, monster mural booth, water quality booth, and Get Hip to Habitat education booth; and checking in with exhibitors regularly to see if they had additional needs throughout the day. All volunteers were provided with parking passes, cold water, and lunch during the festival.

Task 3. Execute Contractual Agreements and Host Bay Day

Preparatory Work

In June 2012, just shortly after wrapping up the 2012 Bay Day event, GBF began communication with the Kemah Boardwalk regarding potential dates for the 2013 event. The Kemah Boardwalk

agreed to host the event on June 1, 2013. In February, GBF and Kemah Boardwalk began devising the event's operational plan, which was revised several times leading up to the event itself. On May 16, a meeting took place between Kemah Boardwalk representative Katie Simms and GBF Volunteer Programs Coordinator Emily Ford to discuss exhibitor layout, set-up needs and restrictions, exhibitor needs and restrictions, and the Kemah Boardwalk's role on Bay Day. The operations agreement between the Kemah Boardwalk and GBF was again updated to reflect necessary changes to exhibitor layout, location of the lunch area, and parking needs of select exhibitors.

GBF worked closely with One Stop Tents and Events to secure the necessary marquee tents, tables, chairs, and other related supplies for exhibitors. GBF booked early in the year with One Stop and revised the order up until the last week of May to accommodate for the final number of exhibitors/booths. Tents, tables, chairs, and other rented supplies were delivered to the Kemah Boardwalk on Friday, May 31. Kemah's Katie Simms and GBF's Emily Ford were present to ensure that setup occurred in the correct, pre-determined locations.

Potential Bay Day entertainers were contacted in February. The event DJ, Musical Cheers (DJ Dave), was booked in February to perform at Bay Day 2013. Entertainers Billy B and Bill Oliver were booked in March and Percussion One in April. GBF secured three bay-themed tabletop murals for painting from Monster Murals in May.

GBF staff working the event met on Friday, May 31 to review the event schedule, logistics, and staff duties. Much of the rest of the day was spent packing and preparing all supplies for transport to and use at Bay Day the following day.

Hosting Bay Day 2013

The Bay Day Festival was held on Saturday, June 1, 2013, from 11:00am to 5:00pm at the Kemah Boardwalk. GBF's attendance clicker data indicates that 4,873 were in attendance this year; this corresponds with estimates from the Kemah Boardwalk of 5,000 typical of a Saturday in June. The weather was hot, but otherwise cooperated, and with Kemah's water activities like the splash fountain and Cool Zone in the main plaza and stage area, visitors kept cool in between visiting Bay Day booths and exhibits and enjoying the educational entertainment. The entertainment lineup on the main stage consisted of Percussion One from 11:30am to 12:30pm, Billy B from 1pm to 2pm and again from 3pm to 4pm, and Bill Oliver from 2pm to 3pm. Percussion One, a young group of musicians led by the Houston Texans' band director, played rhythmic drum beats using everyday household items such as buckets and broom sticks (to express how items can be "recycled" as instruments). Billy B's crowd-interactive performance involves children and adults alike in singing and dancing about the importance of the Galveston Bay watershed. Bill Oliver performed acoustic sets, singing songs with important eco-friendly messages. All performances were tied together by DJ Dave with Musical Cheers, who played popular music, announced upcoming shows and activities, recognized sponsors, and encouraged audience participation in the festival throughout the day from 11am to 4pm.

In addition to the live performance, the interactive nature of Bay Day exhibits and booths is what makes many so popular and well-visited. This year, Bay Day hosted 38 exhibits and booths spread out between three areas of the Boardwalk. By visiting these exhibits and booths, Bay Day visitors were able to get hands-on and design t-shirts using fish prints, view the bottom of a stream, touch and guess items in discovery boxes, test the pH of different sources of water and other liquids, sit in electric vehicles, witness water filtration by live oysters, observe differences in water absorption between turf grass and native vegetation, dissect owl pellets, paint a mural of Galveston Bay habitats, and touch live animals. Live animals are one of the major draws to booths. This year, live animals were available to view (and in some cases, touch) at booths hosted by Baytown Nature/Wetlands Center, Texas Parks and Wildlife Department, Houston Zoo, Harris County Precinct One Challenger Seven Learning Center, and the Galveston Bay Foundation.

In addition, several other activities were held to bring in visitors and keep them engaged. For instance, CenterPoint Energy hosted the Bay Gazer Photo Contest. Judging of bay-themed photos in three age categories submitted to GBF by local photographers in the months prior occurred during the Bay Day festival. Sixty-four exemplary photographs were received this year and judged by Bay Day attendees. The long-running Blue Crab Scavenger Hunt was also held again during Bay Day this year. With their exhibitor applications, fifteen exhibitors submitted multiple choice questions pertaining to their booth's "message." These were compiled onto the Blue Crab Scavenger Hunt form and given out to children and young adults upon arrival at Bay Day. Those who chose to participate made their way around the various booths, particularly those marked with Blue Crab Scavenger Hunt signs, listened to what the exhibitors had to say, and responded accordingly to the multiple choice question designated to that booth. Completed forms were due back to the GBF Blue Crab Scavenger Hunt Booth by 3:45pm. Forms were checked for completeness and accuracy, and those that qualified were placed into a raffle drum for the prize drawing. The results of both the Bay Gazer Photo Contest and the Blue Crab Scavenger Hunt were announced by GBF from the main stage toward the end of the festival. Five winners of the Blue Crab Scavenger Hunt were awarded either gift certificates good for a guided kayak trip with Artist Boat Inc. or Family Fun Packs from the Kemah Boardwalk that included tickets for rides and discounted food and lodging.

Following the festival, exhibitors were supplied with questionnaires related to their experience participating in the Bay Day festival and asked to provide feedback to GBF for evaluation and consideration in future event planning. In summary, exhibitors expressed that the most enjoyable aspects of being a Bay Day exhibitor was the interaction with young audiences, the high foot traffic, and the support of volunteers. Exhibitors were pleased overall with their Bay Day experience, with most concerns relating to weather (it was a hot day, even in the shade of the tents). One exhibitor noted that "the organization of the event, variety of messages from different vendors, and layout of the booths were fantastic." Another exhibitor provided constructive feedback regarding their concerns about the location of Bay Day 2013, stating that she "...would like to see Bay Day at a beach or park, a more nature-oriented location since many exhibitors are nature-based." GBF staff and select steering committee members intend to hold a

post-event meeting this summer to review the 2013 event and consider feedback from exhibitors, remarks from attendees, and observations from staff and volunteers in order to continually improve upon the event in future years.

Task 4. Project Reporting

GBF submitted monthly progress reports to the GLO for periods covering October through December, January, February, March, April, and May in compliance with our CMP contract. This final report covers major activities accomplished for the entire grant period through the event on June 1, 2013. In addition to narrative reports, deliverables including the Bay Day steering committee list, sponsorship application packet, exhibitor application packet, exhibitor distribution list, volunteer task matrix, media and advertising materials, and event press release were submitted on or before the deadlines established in the contract. With the exception of the 'contracts' deliverable, all other deliverables are not included with this final report, as they have been previously submitted. In addition to the deliverable of copies of all contracts secured for Bay Day, GBF has also included a photo slideshow documenting some of visitors, volunteers, exhibitors, entertainers, educators, and animals that made Bay Day 2013 a success.